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<p>(54) Title: <b>PERFUME DELIVERY SYSTEMS IN LIQUID PERSONAL CLEANSING COMPOSITIONS</b></p>			
<p>(57) Abstract</p> <p>Liquid personal cleansing compositions which provide enhanced perfume deposition on the skin and which provide increased on-skin fragrance longevity. The liquid personal cleansing compositions contain from about 0.5 % to about 5 % of a cationic material, from about 1 % to about 80 % of an anionic surfactant, from about 0.01 to about 5 % of a volatile perfume, and water. The ratio of cationic polymer to the anionic surfactant ranges from about 1:15 to about 1:5.</p>			

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PERFUME DELIVERY SYSTEMS IN LIQUID PERSONAL CLEANSING  
COMPOSITIONS

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TECHNICAL FIELD

The present invention relates to liquid personal cleansing compositions which provide enhanced perfume deposition on the skin and which provide increased on-skin fragrance delivery. The liquid personal cleansing compositions of the present invention contain from about 0.5% to about 5% of a cationic material, from about 0.01% to about 5% of a volatile perfume and from about 1% to about 80% of an anionic surfactant. The ratio of cationic polymer to anionic surfactant in the liquid personal cleansing shower gel composition ranges from about 1:15 to about 1:5.

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BACKGROUND OF THE INVENTION

Perfumes and fragrances are typically added to personal cleansing compositions to provide a fresh, clean impression for the compositions. Many consumers would prefer for the perfumes present in the compositions to deposit on their skin to a greater extent and to remain there for an extended period of time to 25 convey a lasting impression of freshness. However, due to the volatility of many perfumes, it can be difficult to deliver this benefit to consumers.

Cationic deposition polymers have been used in the past to enhance deposition of certain nonvolatile components from shampoos and other personal cleansing compositions. For example, U.S. Patents 5,037,818 and 5,085,857 describe the use of 30 cationic guar gum to enhance the deposition of antidandruff particles and insoluble nonvolatile silicone, respectively. Deposition polymers have also been proposed to enhance the deposition of sunscreen materials from a shampoo composition. In EP 386,898 a cationic polygalactomannan gum derivative is used. WO 95/22311 describes the use of certain cationic polymers to increase the deposition of nonvolatile 35 benefit agents which include silicones, fats and oils, waxes, hydrocarbons, fatty acids and fatty alcohols, lipids, vitamins and sunscreens.

It would be desirable, however, to increase the deposition of volatile ingredients, such as perfumes, and to provide increased on-skin longevity with respect to these ingredients. This benefit is provided by the present invention.

### SUMMARY OF THE INVENTION

The present invention relates to liquid personal cleansing compositions which provide enhanced perfume deposition on the skin and which provide increased on-skin fragrance longevity. The liquid personal cleansing compositions of the present invention comprise: a) from about 0.5% to about 5% of a cationic material; b) from about 1% to about 80% of a surfactant selected from the group consisting of anionic surfactants, amphoteric surfactants which have been altered to have a negative charge, and mixtures thereof; c) from about 0.01% to about 5% of a volatile perfume; and d) 5 water. The ratio of the cationic material to the group (b) surfactant present in the liquid personal cleansing compositions of the present invention ranges from about 10 1:15 to about 1:5.

### DETAILED DESCRIPTION OF THE INVENTION

The present invention is directed to liquid personal cleansing compositions 15 which provide enhanced perfume deposition on the skin and which provide increased on-skin fragrance longevity. The liquid personal cleansing compositions of the present invention comprise a cationic material, a volatile perfume, a surfactant selected from the group consisting of anionic surfactant, negatively charged amphoteric surfactant, and mixtures thereof, and water. As used herein, "personal 20 cleansing compositions" refers to any cleansing composition which can be used on the human body. Such compositions would include, for example, shower gel compositions, hand soaps, and shampoos. The liquid personal cleansing compositions of the present invention, including the components comprising them and processes for making them, are described in detail as follows:

25 I. The Ingredients

A. The Cationic Material

The liquid personal cleansing compositions of the present invention comprise from about 0.5% to about 5%, preferably from about 0.5% to about 2%, more 30 preferably from about 0.5% to about 1% and most preferably from about 0.6% to about 1% of a cationic material. The cationic materials useful herein include, for example, cationic polymers, quaternary fabric softeners and cationic surfactants. Cationic polymers are preferred for use as the cationic material herein.

Suitable cationic polymers for use in the present invention include cationic polysaccharides, cationic copolymers of saccharides and cationic monomers, cationic 35 copolymers of acrylamide and cationic monomers, and synthetic cationic polymers.

The cationic polysaccharide class encompasses those polymers based on 5 or 6 carbon sugars and derivatives which have been made cationic by engrafting of

cationic moieties on the polysaccharide backbone. They may be composed of one type of sugar or of more than one type, i.e. copolymers of the above derivatives and cationic materials. The monomers may be in straight chain or branched chain geometric arrangements. Cationic polysaccharide polymer include the following:

5 cationic celluloses and hydroxyethylcelluloses; cationic starches and hydroxyalkyl starches; cationic polymers based on arabinose monomers such as those which could be derived from arabinose vegetable gums; cationic polymers derived from xylose polymers found in materials such as wood, straw, cottonseed hulls, and corn cobs; cationic polymers derived from fucose polymers found as a component of cell walls in

10 seaweed; cationic polymers derived from fructose polymers such as Inulin found in certain plants; cationic polymers based on acid-containing sugars such as galacturonic acid and glucuronic acid; cationic polymers based on amine sugars such as galactosamine and glucosamine; cationic polymers based on 5 and 6 membered ring polyalcohols; cationic polymers based on galactose monomers which occur in plant

15 gums and mucilages; cationic polymers based on mannose monomers such as those found in plants, yeasts, and red algae; cationic polymers based on the galactomannan copolymer known as guar gum obtained from the endosperm of the guar bean.

Specific examples of members of the cationic polysaccharide class include the cationic hydroxyethyl cellulose JR 400 made by Union Carbide Corporation; the cationic starches Stalok® 100, 200, 300 and 400 made by Staley, Inc.; the cationic galactomannans based on guar gum of the Galactasol 800 series by Henkel, Inc. and the Jaguar Series by Celanese Corporation.

Preferred cationic polysaccharides include those of the cationic guar gum class with molecular weights of about 1,000 to about 3,000,000. More preferred molecular weights are from about 2,500 to about 2,000,000. These polymers have a polysaccharide backbone comprised of galactomannan units and a degree of cationic substitution ranging from about 0.04 per anhydroglucose unit to about 0.80 per anhydroglucose unit with the substituent cationic group being the adduct of 2,3-epoxypropyltrimethyl ammonium chloride to the natural polysaccharide backbone.

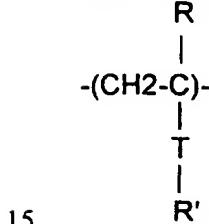
30 Examples are Jaguar C-14-S, C-15 and C-17 sold by Celanese Corporation. In order to achieve the benefits described in this invention, the polymer must have characteristics, either structural or physical which allow it to be suitably and fully hydrated and subsequently well incorporated into the liquid personal cleansing compositions.

35 The cationic copolymers of saccharides and synthetic cationic monomers useful in the present invention encompass those containing the following saccharides: glucose, galactose, mannose, arabinose, xylose, fucose, fructose, glucosamine,

galactosamine, glucuronic acid, galacturonic acid, and 5 or 6 membered ring polyalcohols. Also included are hydroxymethyl, hydroxyethyl and hydroxypropyl derivatives of the above sugars. When saccharides are bonded to each other in the copolymers, they may be bonded via any of several arrangements, such as 1,4- $\alpha$ ; 1,4- $\beta$ ; 1,3- $\alpha$ ; 1,3- $\beta$  and 1,6 linkages. The synthetic cationic monomers for use in these copolymers can include dimethyldiallylammonium chloride, dimethylaminoethylmethylacrylate, diethyldiallylammonium chloride, N,N-diallyl,N-N-dialkyl ammonium halides, and the like.

Examples of members of the class of copolymers of saccharides and synthetic cationic monomers include those composed of cellulose derivatives (e.g., hydroxyethyl cellulose) and N,N-diallyl,N-N-dialkyl ammonium chloride available from National Starch Corporation under the tradename Celquat.

The cationic copolymers of acrylamide and synthetic cationic monomers useful in the present invention are those having the formula:



15

where: T is -O- or -C(=O)-

R is H or CH<sub>3</sub>

and R' is -NH-(CH<sub>2</sub>)<sub>n</sub>-N<sup>+</sup>(CH<sub>3</sub>)<sub>3</sub>X<sup>-</sup> or -O-(CH<sub>2</sub>)<sub>n</sub>-N<sup>+</sup>(CH<sub>3</sub>)<sub>3</sub>X<sup>-</sup>

20 in which n is an integer from 1 to 4 and X is selected from Cl, Br, I, and CH<sub>3</sub>SO<sub>3</sub>. In particular, the copolymer of acrylamide and acrylamido propyl trimethyl ammonium chloride is preferred. This polymer is made by Allied Colloids under the trade name of SALCARE SC60.

The cationic synthetic polymers useful in the present invention are cationic polyalkylene imines, ethoxypolyalkylene imines, and poly[N-[3-(dimethylammonio)propyl]-N'-[3-(ethyleneoxyethylene dimethylammonio)propyl]urea dichloride] the latter of which is available from Miranol Chemical Company, Inc. under the trademark of Miranol A-15, CAS Reg. No. 68555-36-2.

30 It is preferred that the cationic polymer be fully hydrated.

B. The Volatile Perfume

The liquid personal cleansing compositions of the present invention also contain from about 0.01% to about 5%, preferably from about 0.1% to about 4%,

more preferably from about 0.2% to about 2%, and most preferably from about 0.4% to about 2% of a volatile perfume.

The perfume ingredients employed in the personal cleansing compositions of the present invention are the conventional ones known in the art. Selection of the 5 perfume ingredients used in the liquid personal cleansing compositions of the present invention is based solely on the desired fragrance characteristics for the composition.

Suitable perfume compounds and compositions can be found in the art including U.S. Pat. Nos.: 4,145,184, Brain and Cummins, issued Mar. 20, 1979; 4,209,417, Whyte, issued June 24, 1980; 4,515,705, Moeddel, issued May 7, 1985; 10 and 4,152,272, Young, issued May 1, 1979, all of said patents being incorporated herein by reference.

Perfumes can be classified according to their volatility. For purposes of the present invention, "volatile perfumes" are those having a boiling point of less than about 500°C. The highly volatile, low boiling, perfume ingredients typically have 15 boiling points of about 250°C or lower. The moderately volatile perfume ingredients are those having boiling points of from about 250°C to about 300°C. The less volatile, high boiling, perfume ingredients are those having boiling points of about 300°C to about 500°C. Many of the perfume ingredients as discussed hereinafter, along with their odor and/or flavor characters, and their physical and chemical 20 properties, such as boiling point and molecular weight, are given in "Perfume and Flavor Chemicals (Aroma Chemicals)," Steffen Arctander, published by the author, 1969, incorporated herein by reference. It is preferred that the liquid personal cleansing products herein contain at least about 5%, more preferably at least about 25%, and most preferably at least about 50% of highly volatile perfume ingredients 25 having a boiling point of 250°C or lower.

Examples of the highly volatile, low boiling, perfume ingredients are: anethole, benzaldehyde, benzyl acetate, benzyl alcohol, benzyl formate, iso-bornyl acetate, camphene, cis-citral (neral), citronellal, citronellol, citronellyl acetate, para-cymene, decanal, dihydrolinalool, dihydromyrcenol, dimethyl phenyl carbinol, eucalyptol, 30 geranal, geraniol, geranyl acetate, geranyl nitrile, cis-3-hexenyl acetate, hydroxycitronellal, d-limonene, linalool, linalool oxide, linalyl acetate, linalyl propionate, methyl anthranilate, alpha-methyl ionone, methyl nonyl acetaldehyde, methyl phenyl carbinyl acetate, laevo-menthyl acetate, menthone, iso-menthone, myrcene, myrcenyl acetate, myrcenol, nerol, neryl acetate, nonyl acetate, phenyl ethyl 35 alcohol, alpha-pinene, beta-pinene, gamma-terpinene, alpha-terpineol, beta-terpineol, terpinyl acetate, and vertenex (para-tertiary-butyl cyclohexyl acetate). Some natural oils also contain large percentages of highly volatile perfume ingredients. For

example, lavandin contains as major components: linalool; linalyl acetate; geraniol; and citronellol. Lemon oil and orange terpenes both contain about 95% of d-limonene.

Examples of moderately volatile perfume ingredients are: amyl cinnamic 5 aldehyde, iso-amyl salicylate, beta-caryophyllene, cedrene, cinnamic alcohol, coumarin, dimethyl benzyl carbinyl acetate, ethyl vanillin, eugenol, iso-eugenol, flor acetate, heliotropine, 3-cis-hexenyl salicylate, hexyl salicylate, lilial (para-tertiarybutyl-alpha-methyl hydrocinnamic aldehyde), gamma-methyl ionone, nerolidol, patchouli alcohol, phenyl hexanol, beta-selinene, trichloromethyl phenyl 10 carbinyl acetate, triethyl citrate, vanillin, and veratraldehyde. Cedarwood terpenes are composed mainly of alpha-cedrene, beta-cedrene, and other C<sub>15</sub>H<sub>24</sub> sesquiterpenes.

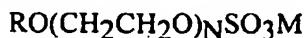
Examples of the less volatile, high boiling, perfume ingredients are: benzophenone, benzyl salicylate, ethylene brassylate, galaxolide (1,3,4,6,7,8-hexahydro-4,6,6,7,8,8-hexamethyl-cyclopenta-gama-2-benzopyran), hexyl cinnamic 15 aldehyde, lyral (4-(4-hydroxy-4-methyl pentyl)-3-cyclohexene-10-carboxaldehyde), methyl cedrylone, methyl dihydro jasmonate, methyl-beta-naphthyl ketone, musk indanone, musk ketone, musk tibetene, and phenylethyl phenyl acetate.

### C. The Surfactants

The liquid personal cleansing compositions of the present invention also 20 contain from about 1% to about 80%, preferably from about 2% to about 50%, more preferably from about 3% to about 30% and most preferably from about 3% to about 10% of an anionic surfactant.

#### 1. The Anionic Surfactant

A highly preferred anionic surfactant for use in the compositions herein is 25 alkyl ether sulphate of formula:



where R is an alkyl or alkenyl group of 8 to 24 carbon atoms, n ranges from about 0.5 to about 10 especially about 1.5 to about 8, and M is a cation such as ammonium, alkanolamines, such as triethanolamine, monovalent metals, such as sodium and 30 potassium, and polyvalent metal cations, such as magnesium, and calcium. The cation M, of the anionic detergentsurfactant should be chosen such that the detergentsurfactant component is water soluble. Solubility will depend upon the particular anionic detergentsurfactants and cations chosen.

Preferably, R has from about 8 to about 18 carbon atoms, more preferably 35 from about 10 to about 16 carbon atoms, most preferably from about 12 to about 14 carbon atoms in both the alkyl and alkyl ether sulfates. The alkyl ether sulfates are typically made as condensation products of ethylene oxide and monohydric alcohols

having from about 8 to about 24 carbon atoms. The alcohols can be derived from fats, e.g., coconut oil, palm kernel or tallow, or can be synthetic. Lauryl alcohol and straight chain alcohols derived from coconut oil or palm kernel are preferred herein. Such alcohols are reacted with between about 1 and about 10, and especially about 3, 5 molar proportions of ethylene oxide and the resulting mixture of molecular species having, for example, an average of 3 moles of ethylene oxide per mole of alcohol, is sulfated and neutralized.

Highly preferred alkyl ether sulfates are those comprising a mixture of individual compounds, said mixture having an average alkyl chain length of from 10 about 10 to about 16 carbon atoms and an average degree of ethoxylation of from about 1 to about 4 moles of ethylene oxide.

Other anionic detergents which can be used in the compositions herein are the water-soluble salts of organic, sulfuric acid reaction products of the general formula [ R<sub>1</sub>-SO<sub>3</sub>-M ] where R<sub>1</sub> is selected from the group consisting of a 15 straight or branched chain, saturated aliphatic hydrocarbon radical having from about 8 to about 24, preferably about 10 to about 18, carbon atoms; and M is a cation, as previously described, subject to the same limitations regarding polyvalent metal cations as previously discussed. Examples of such detergents are the salts of an organic sulfuric acid reaction product of a hydrocarbon of the methane series, 20 including iso-, neo-, and n-paraffins, having about 8 to about 24 carbon atoms, preferably about 12 to about 18 carbon atoms and a sulfonating agent, e.g., SO<sub>3</sub>, H<sub>2</sub>SO<sub>4</sub>, obtained according to known sulfonation methods, including bleaching and hydrolysis. Preferred are alkali metal and ammonium sulfonated C<sub>10-18</sub> n-paraffins.

Still other suitable anionic detergents are the reaction products of 25 fatty acids esterified with isethionic acid and neutralized with sodium hydroxide where, for example, the fatty acids are derived from coconut oil or palm kernel oil; sodium or potassium salts of fatty acid amides of methyl tauride in which the fatty acids, for example, are derived from coconut oil or palm kernel oil. Other similar anionic detergents are described in U.S. Patent 2,486,921; U.S. Patent 2,486,922; and 30 U.S. Patent 2,396,278, which descriptions are incorporated herein by reference.

Other anionic detergents suitable for use in the personal cleansing compositions are the succinates, examples of which include disodium N-octadecylsulfosuccinate; disodium lauryl sulfosuccinate; diammonium lauryl sulfosuccinate; tetrasodium N-(1,2-dicarboxyethyl)-N-octadecylsulfosuccinate; 35 diamyl ester of sodium sulfosuccinic acid; dihexyl ester of sodium sulfosuccinic acid; dioctyl esters of sodium sulfosuccinic acid.

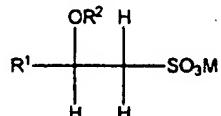
Other suitable anionic detergents include olefin sulfonates having about 10 to about 24 carbon atoms. The term "olefin sulfonates" is used herein to mean compounds which can be produced by the sulfonation of alpha-olefins by means of uncomplexed sulfur trioxide, followed by neutralization of the acid reaction mixture in conditions such that any sulfones which have been formed in the reaction are hydrolyzed to give the corresponding hydroxy-alkanesulfonates. The sulfur trioxide can be liquid or gaseous, and is usually, but not necessarily, diluted by inert diluents, for example by liquid  $\text{SO}_2$ , chlorinated hydrocarbons, etc., when used in the liquid form, or by air, nitrogen, gaseous  $\text{SO}_2$ , etc., when used in the gaseous form.

10 The alpha-olefins from which the olefin sulfonates are derived are mono-olefins having about 10 to about 24 carbon atoms, preferably about 12 to about 16 carbon atoms. Preferably, they are straight chain olefins.

15 In addition to the true alkene sulfonates and a proportion of hydroxy-alkanesulfonates, the olefin sulfonates can contain minor amounts of other materials, such as alkene disulfonates depending upon the reaction conditions, proportion of reactants, the nature of the starting olefins and impurities in the olefin stock and side reactions during the sulfonation process.

20 A specific alpha-olefin sulfonate mixture of the above type is described more fully in the U.S. Patent 3,332,880, which description is incorporated herein by reference.

Another class of anionic detergents suitable for use in the personal cleansing compositions are the beta-alkyloxy alkane sulfonates. These compounds have the following formula:



25 where  $\text{R}^1$  is a straight chain alkyl group having from about 6 to about 20 carbon atoms,  $\text{R}^2$  is a lower alkyl group having from about 1 (preferred) to about 3 carbon atoms, and  $\text{M}$  is a water-soluble cation as hereinbefore described.

Preferred additional anionic detergents for use in the personal cleansing compositions include ammonium lauryl sulfate, ammonium laureth sulfate, triethylamine lauryl sulfate, triethylamine laureth sulfate, triethanolamine lauryl sulfate, triethanolamine laureth sulfate, monoethanolamine lauryl sulfate, monoethanolamine laureth sulfate, diethanolamine lauryl sulfate, diethanolamine laureth sulfate, lauric monoglyceride sodium sulfate, sodium lauryl sulfate, sodium laureth sulfate, potassium lauryl sulfate, potassium laureth sulfate, sodium lauryl

sarcosinate, sodium lauroyl sarcosinate, lauryl sarcosine, cocoyl sarcosine, ammonium cocoyl sulfate, ammonium lauroyl sulfate, sodium cocoyl sulfate, sodium lauroyl sulfate, potassium cocoyl sulfate, potassium lauryl sulfate, triethanolamine lauryl sulfate, triethanolamine lauryl sulfate, monoethanolamine cocoyl sulfate, 5 monoethanolamine lauryl sulfate, sodium tridecyl benzene sulfonate, sodium dodecyl benzene sulfonate, and combinations thereof.

It is noted that an amphoteric surfactant which has been altered to have a negative charge can be used in the liquid personal cleansing compositions herein instead of the anionic surfactant or in combination with the anionic surfactant. The 10 charge of the amphoteric surfactant can be altered by conventional means, for example, by adjusting the pH of a surfactant solution containing the amphoteric surfactant.

The anionic or negatively charged amphoteric surfactant may be used in combination with soaps and/or other synthetic detergent surfactants. While the 15 synthetic detergent surfactant can be selected from any known surfactant suitable for topical application to the human body, the synthetic detergent surfactant is preferably a mild lathering synthetic detergent surfactant. The optional synthetic detergent surfactant is typically selected from the group consisting of: nonionic surfactants, amphoteric and zwitterionic surfactants, cationic surfactants and mixtures thereof. 20 Both low and high lathering and high and low water-soluble surfactants can be used in the liquid personal cleansing compositions of the present invention. Suds boosting synthetic detergent surfactants and/or synthetic detergent surfactants that are known as good dispersants for soap curds that are formed in hard water, are particularly desirable.

25                   2.        Amphoteric Surfactant

In a preferred embodiment of the present invention, the liquid personal 30 cleansing compositions contain from about 1% to about 20%, preferably from about 1.5% to about 10%, more preferably from about 2% to about 8% of an amphoteric surfactant. When an amphoteric surfactant is employed in the compositions herein, the ratio of the anionic:amphoteric surfactant is preferably less than about 2:1, preferably less than about 3:2.

Suitable amphoteric surfactant components for use in the liquid personal 35 cleansing compositions herein include those which are known for use in personal cleansing compositions or other personal care cleansing composition, and which contain a group that is anionic at the pH of the personal cleansing composition. Concentration of such surfactant components in the personal cleansing composition preferably ranges from about 0.5 % to about 20%, preferably from about 1% to about

10%, more preferably from about 2% to about 5% by weight of the composition. Examples of amphoteric surfactants suitable for use in the personal cleansing composition herein are described in U.S. Patents 5,104,646 (Bolich Jr. et al.), U.S. Patent 5,106,609 (Bolich Jr. et al.), which descriptions are incorporated herein by reference. Examples of amphoteric detergents which can be used in the compositions of the present invention are those which are broadly described as derivatives of aliphatic secondary and tertiary amines in which the aliphatic radical can be straight or branched chain and wherein one of the aliphatic substituents contains from about 8 to about 18 carbon atoms and one contains an anionic water 5 solubilizing group, e.g., carboxy, sulfonate, sulfate, phosphate, or phosphonate. Examples of compounds falling within this definition are sodium 3-dodecylaminopropionate, sodium 3-dodecylaminopropane sulfonate, sodium lauryl sarcosinate, N-alkyltaurines such as the one prepared by reacting dodecylamine with sodium isethionate according to the teaching of U.S. Patent 2,658,072, N-higher alkyl 10 aspartic acids such as those produced according to the teaching of U.S. Patent 2,438,091, and the products sold under the trade name "MIRANOL" <sup>TM</sup> and described in U.S. Patent 2,528,378.

Other amphoteric, sometimes classified as zwitterionics, such as betaines can also be useful in the present invention. Such zwitterionics are considered as amphoteric 20 in the present invention where the zwitterionic has an attached group that is anionic at the pH of the composition. Examples of betaines useful herein include the high alkyl betaines, such as coco dimethyl carboxymethyl betaine, cocoamidopropyl betaine, cocobetaine, lauryl amidopropyl betaine, oleyl betaine, lauryl dimethyl carboxymethyl betaine, lauryl dimethyl alphacarboxyethyl betaine, cetyl dimethyl carboxymethyl 25 betaine, lauryl bis-(2-hydroxyethyl) carboxymethyl betaine, stearyl bis-(2-hydroxypropyl) carboxymethyl betaine, oleyl dimethyl gamma-carboxypropyl betaine, and lauryl bis-(2-hydroxypropyl)alpha-carboxyethyl betaine. The sulfobetaines may be represented by coco dimethyl sulfopropyl betaine, stearyl dimethyl sulfopropyl betaine, lauryl dimethyl sulfoethyl betaine, lauryl bis-(2-hydroxyethyl) sulfopropyl betaine and the like; amidobetaines and amidosulfobetaines, 30 wherein the  $\text{RCONH}(\text{CH}_2)_3$  radical is attached to the nitrogen atom of the betaine are also useful in this invention. Most preferred for use herein is cocoamidopropyl betaine.

Other surfactants which can optionally be employed in the compositions 35 herein are disclosed in the following U.S. Patents, all of which are herein incorporated by reference:

	<u>Pat. No.</u>	<u>Issue Date</u>	<u>Inventor(s)</u>
	4,061,602	12/1977	Oberstar et al.
	4,234,464	11/1980	Morshauser
	4,472,297	9/1984	Bolich et al.
5	4,491,539	1/1985	Hoskins et al.
	4,540,507	9/1985	Grollier
	4,565,647	1/1986	Llenado
	4,673,525	6/1987	Small et al.
	4,704,224	11/1987	Saud
10	4,788,006	11/1988	Bolich, Jr., et al.
	4,812,253	3/1989	Small et al.
	4,820,447	4/1989	Medcalf et al.
	4,906,459	3/1990	Cobb et al.
	4,923,635	5/1990	Simion et al.
15	4,954,282	9/1990	Rys et al.

The total level of surfactant present in the liquid personal cleansing compositions of the present invention typically ranges from about 1% to about 80%, preferably from about 2% to about 50%, more preferably from about 5% to about 30% and most preferably from about 5% to about 20% by weight of the compositions.

20           D.    Water

The liquid personal cleansing compositions of the present invention also contain from about 20% to about 95%, preferably from about 40% to about 90%, more preferably from about 60% to about 90% and most preferably from about 70% to about 90% water by weight of the compositions.

25           E.    Other Optional Ingredients

The liquid personal cleansing compositions of this invention do not require the optional ingredients, thus zero is the lowest level for each optional ingredient. Some preferred shower gel compositions contain from about 1% to about 65%, preferably from about 5% to about 50%, more preferably from about 5% to about 20% of selected optional ingredients.

30           Examples of optional ingredients which can desirably be employed in the liquid personal cleansing compositions of the present invention include, for example, compatible salt and salt hydrates as fillers. Some preferred salts are sodium chloride, sodium sulfate, disodium hydrogen phosphate, sodium pyrophosphate, sodium tetraborate.

35           Generally, compatible salts and salt hydrates include the sodium, potassium, magnesium, calcium, aluminum, lithium, and ammonium salts of inorganic acids and

small (6 carbons or less) carboxylic or other organic acids, corresponding hydrates, and mixtures thereof, are applicable. The inorganic salts include chloride, bromide, sulfate, metasilicate, orthophosphate, pyrophosphate, polyphosphate, metaborate, tetraborate, and carbonate. The organic salts include acetate, formate, methyl sulfate, 5 and citrate.

Water-soluble amine salts can also be used. Monoethanolamine, diethanolamine, and triethanolamine (TEA) chloride salts are preferred.

Aluminosilicates and other clays are also useful in the present invention. Some preferred clays are disclosed in U.S. Pat. Nos. 4,605,509 and 4,274,975, 10 incorporated herein by reference.

Other types of clays include zeolite, kaolinite, montmorillonite, attapulgite, illite, bentonite, and halloysite. Another preferred clay is kaolin.

The liquid personal cleansing compositions of the present invention can contain also other additives commonly included in personal cleansing compositions 15 such as sanitizing or antimicrobial agents, dyes, conditioning/moisturizing agents, preservatives and the like.

Liquid personal cleansing compositions of the present invention can contain silicone gum or fluid, as described in U.S. Pat. Nos.: 4,906,459, Cobb et al., issued March 6, 1990; 4,788,006, Bolich, Jr. et al., issued Nov. 29, 1988; 4,741,855, Grote et 20 al., issued May 3, 1988; 4,728,457, Fieler et al., issued March 1, 1988; 4,704,272, Oh et al., issued Nov. 3, 1987; and 2,826,551, Geen, issued March 11, 1958, all of said 25 patents being incorporated herein by reference.

The silicone component can be present in the liquid personal cleansing compositions of the present invention at a level which is effective to deliver a skin 25 mildness benefit, for example, from about 0.5% to about 20%, preferably from about 1.5% to about 16%, and most preferably from about 3% to about 12% of the composition. Silicone fluid, as used herein, denotes a silicone with viscosities ranging from about 5 to about 600,000 centistokes, most preferably from about 350 to about 30 100,000 centistokes, at 25°C. Silicone gum, as used herein, denotes a silicone with a mass molecular weight of from about 200,000 to about 1,000,000 and with a viscosity 30 of greater than about 600,000 centistokes. The molecular weight and viscosity of the particular selected siloxanes will determine whether it is a gum or a fluid. The silicone gum and fluid can also be mixed together and incorporated into the compositions of the present invention.

35 In cases where the liquid personal cleansing composition is prepared via a premix (as hereinafter described in section III), the composition can also optionally contain a neat fragrance.

The levels set out in Other Ingredients Table below are particularly illustrative for liquid shower gel compositions containing other optional ingredients.

<u>OTHER INGREDIENTS TABLE</u>				
<u>Practical Wt.% of Other Ingredients</u>				
		More		
		<u>Preferred</u>	<u>Preferred</u>	<u>Most Preferred</u>
	Filler Salts and			
	Salt Hydrates	0.5-50%	0.75-25%	1-15%
10	Water-Soluble Organics	1.0-50%	2-40%	5-20%
	Polymeric Mildness			
	Enhancers	0.25%-20%	0.5%-10%	1-5%
	Other Impalpable			
	Water-insolubles	1-60%	2-30%	4-25%
15	Aluminosilicates/Clay	0.5-25%	1-10%	3-8%

## II. The Liquid Personal Cleansing Compositions

The liquid personal cleansing compositions of the present invention have a viscosity ranging from about 100 to about 100,000 centipoise, preferably from about 1,000 to about 50,000 centipoise, most preferably from about 5,000 to about 10,000 centipoise.

The ratio of the cationic material to anionic surfactant in the liquid personal cleansing compositions of the present invention ranges from about 1:100 to about 1:2, preferably from about 1:50 to about 1:5, more preferably from about 1:30 to about 1:5, even more preferably from about 1:20 to about 1:5, and most preferably from about 1:15 to about 1:5.

Without being bound by theory, it is believed that the cationic material and the anionic surfactant present in the personal cleansing compositions herein form coascervates or ion-pairs and that the perfume becomes physically entrapped within the coascervate or ion-pair. The coascervate is believed to deposit onto the skin during the wash/rinse process, thus significantly enhancing deposition of the perfume entrapped therein. It is further believed that the slow release of perfume from the coascervate provides a fragrance longevity benefit.

If the ratio of cationic material:anionic surfactant is less than about 1:100 or greater than about 1:2, the formation of the coascervate is believed to be impeded and the benefit of the invention (e.g., enhanced deposition of perfume and increased

longevity of fragrance) is reduced or eliminated, and/or the product is rendered physically unstable.

In addition to the ratio of the cationic material to the anionic surfactant, coacervate formation is also dependent upon a variety of other criteria such as 5 molecular weight, component concentration, ionic strength (including modification of ionic strength, for example, by addition of salts), charge density of the cationic and anionic components, pH, and temperature. Coacervate systems and the effect of these parameters have been described, for example, by J. Caelles, et al., "Anionic and Cationic Compounds in Mixed Systems", *Cosmetics & Toiletries*, Vol. 106, April 10 1991, pp 49-54, C. J. van Oss, "Coacervation, Complex-Coacervation and Flocculation", *J. Dispersion Science and Technology*, Vol. 9 (5,6), 1988-89, pp 561-573, and D. J. Burgess, "Practical Analysis of Complex Coacervate Systems", *J. of Colloid and Interface Science*, Vol. 140, No. 1, November 1990, pp 227-238, which 15 descriptions are incorporated herein by reference.

15 Techniques for analysis of formation of complex coacervates are known in the art. For example, microscopic analyses of the personal cleansing compositions, can be utilized to identify whether a coacervate phase has formed. Such coacervate phase will be identifiable as an additional emulsified phase in the composition. The use of dyes can aid in distinguishing the coacervate phase from other insoluble phases 20 dispersed in the personal cleansing composition.

The liquid personal cleansing compositions of the present invention provide enhanced deposition of the fragrance on the skin and provide increased on-skin fragrance longevity.

25 **III. Process for Making the Liquid Personal Cleansing Compositions of the Present Invention**

The liquid personal cleansing compositions of the present invention can be prepared by conventional processes for preparing liquid personal cleansing compositions. In a preferred embodiment for preparing the liquid personal cleansing compositions of the present invention, a premix comprising the cationic 30 material and the volatile perfume is formed and then added to a base personal cleansing composition which contains the anionic surfactant.

When a premix is used to prepare the liquid personal cleansing compositions of the present invention, the liquid shower gel composition generally comprises from about 1% to about 50%, preferably from about 5% to about 50%, more preferably 35 from about 10% to about 50% of the premix and from about 50% to about 99%, preferably from about 50% to about 95%, more preferably from about 50% to about 90% of a base personal cleansing composition.

The premix typically comprises from about 0.1% to about 10%, preferably from about 1% to about 10%, more preferably from about 1% to about 5% of a cationic material, from about 0.1% to about 10%, preferably from about 1% to about 10%, more preferably from about 1% to about 5% of a volatile perfume, and from 5 about 80% to about 99%, preferably from about 90% to about 99%, more preferably from about 95% to about 99% water. The base personal cleansing composition typically comprises from about 1% to about 80%, preferably from about 2% to about 10 50%, more preferably from about 5% to about 30% anionic surfactant and from about 20% to about 95%, preferably from about 40% to about 90%, more preferably from about 60% to about 90% water. If optional ingredients are part of the formulation, these are generally included within the base personal cleansing composition.

#### ANALYTICAL METHODS

1. GC/MS Method for Measuring Perfume Deposition

- 15 1. The skin background is extracted using 5x5 cc acetone for about 30 seconds on the forearm (area about 20 cm<sup>2</sup>).
2. One forearm is washed with test product and the other forearm is washed with a control product using a standard arm washing protocol (below).
- 20 3. The total perfume deposited on each arm is extracted using 5x5 cc acetone for about 30 seconds (area of about 20 cc<sup>2</sup>).
4. The extracted acetone solution from step 3 is preconcentrated to about 0.5 ml by turbovap.
5. The perfume components are analyzed and quantitated by GC/MS.

25 Standard Arm Washing Protocol

1. Run laboratory tap water at low/moderate flow at about 90-100°F. Leave water running throughout the entire washing procedure.
2. Wet the volar portion on the forearm for about 10 seconds.
3. Apply about 1 cc product to the forearm.
- 30 4. Rub the product from the wrist to the elbow for about 10 seconds to create a lather.
5. Allow the lather to remain on the skin for about 90 seconds.
6. Rinse forearm for about 15 seconds with running water, allowing the water stream to hit the lather line on the skin and run down the forearm.
- 35 7. Pat the forearm dry with paper towels.

2. Wash Cloth Method for Measuring Perfume Intensity
  1. Standard white washcloths are cut into approximately 3"x3" swatches.
  2. The swatch is placed under running tap water (about 95-100°F) for 5 seconds.
  5. About one (1) cc of test product is placed onto wash cloth.
  4. The cloth is rubbed in between hands for about 15 seconds to generate lather.
  5. The lather is allowed to remain on the cloth for about 30 seconds.
  6. The cloth is rinsed by holding the cloth in the corner and placing it under running tap water (about 95-100°F) for about 15 seconds.
  10. The cloth is held in the corner and allowed to drip dry for about 5 seconds.
  8. The cloth is placed between 2 Bounty paper towels folded in half and patted for about 5 seconds.
  15. The dry portion of each Bounty towel is then folded over again and patted for about another 5 seconds.
  10. Steps 1-9 are repeated for control product.
  11. Each cloth (the one with the test product and the one with the control product) is placed on top of a 4 oz. glass jar and allowed to dry overnight. (Do not place lid on jar.)
  20. Each dried cloth is placed inside a glass jar. (Do not put lid on jar).
  12. Ten panelists evaluate the odor intensity of the cloth inside each jar according to the following scale:  
Scale is from 0 to 100:  
25. 0 = no perfume odor  
25 = slight perfume odor  
50 = moderate perfume odor  
100 = strong perfume odor  
The panelists can assign any number between 0 and 100. The numbers 0, 25,  
30. 50 and 100 are only intended as guidelines and are not to be viewed as the only numbers that can be assigned.  
13. The panelists also indicate any perceived difference in the intensity of the two wash clothes by using a 0 to 4 difference scale:  
35. 0 = equal/no difference  
1 = I think they are different  
2 = I know they are different  
3 = There is a lot of difference

4 = a whole lot different

The panelists may go back and forth between the two samples as much as they need to form an opinion.

5 3. Arm Wash Method for Measuring Intensity of Perfume

1. The standard arm wash procedure set forth in Analytical Method 1 is followed.
2. Panelists are asked to evaluate odor of a test product and a control product at intervals of 0 minutes, about 30 minutes, about 60 minutes and about 120 minutes according to the following scale:

10 0 = no perfume odor

25 = slight perfume odor

50 = moderate perfume odor

100 = strong perfume odor

15 The panelists can assign any number between 0 and 100. The numbers 0, 25, 50 and 100 are only intended as guidelines and are not to be viewed as the only numbers that can be assigned.

### EXAMPLES

20 The following non-limiting examples illustrate the composition of the present invention.

#### EXAMPLE 1

Liquid shower gel compositions are prepared as follows:

##### Shower Gel Test Product

25 About fifteen (15) grams JR-30M polymer is added to about 750 grams distilled water at room temperature. The solution is stirred overnight until JR-30M polymer is fully hydrated and solution becomes clear.

30 About five (5) grams of volatile perfume A is mixed in about five (5) grams phenyltrimethicone. Then (10) grams perfume-silicone mixture is added in about eighty (80) grams of the hydrated JR-30M solution to form a premix. The composition of the premix is listed in Table 1.

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Table 1. Composition of Premix

Perfume A	5.55%
Phenytrimethicone	5.56%
Polymer JR-30M	1.74%
Water	87.15%
Total	100.00%

The Shower Gel Test Product is made by mixing about 30 grams of the premix from Table 1 into about 70 grams of a shower gel base.

#### Shower Gel Control Product

5 A Shower Gel Control Product is made by mixing about 28.3 grams distilled water into about 70 grams of the shower gel base and then adding about 1.67 grams of volatile perfume A. The composition of the Shower Gel Control Product and the Shower Gel Test product are listed in Table 2.

Table 2. Compositions of Shower Gels

Ingredient	Shower Gel Control Product	Shower Gel Test Product
Na Alkyl Glycerol Ether Sulfonate	4.28	4.28
Coco Betaine	2.24	2.24
Polymer JR-30M (NOT premixed with perfume)	0.21	0.21
Polyquaternium -10 (premixed with perfume)	-	0.60
Phenytrimethicone	-	1.67
Perfume A	1.67	1.67
Water and optional ingredients	qs	qs
Total	100.00	100.00

10 The total perfume deposition on the skin for the Shower Gel Control Product and for the Shower Gel Test Product is measured according to the GC/MS Method

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hereinbefore described in the Analytical Methods section. The total perfume deposition on-skin for the Shower Gel Control Product and the Shower Gel Test Product is set forth in Table 3.

Table 3. Total Perfume Deposition on-Skin

Shower Gel Control Product	Shower Gel Test Product
15.1 ng	84.2 ng

5 The perfume deposition of the Shower Gel Test Product is five times higher than the deposition of the Shower Gel Control Product.

The perfume intensity of the Shower Gel Test Product and the Shower Gel Control Product is also analyzed according to the Arm Wash Method and the Wash Cloth Method, both hereinbefore described in the Analytical Methods section. The 10 intensity of the perfume for each shower gel according to the Arm Wash Method is set forth in Table 4, and the intensity of the perfume for each shower gel according to the Wash Cloth Method is set forth in Table 5.

Table 4. Arm Wash Method Perfume Intensity

	Shower Gel Control Product	Shower Gel Test Product
Initial	49	78
30 mins	29	66
60 mins	20	60
120 mins	13	45

The intensity of the perfume in the Shower Gel Test Product is about 59% 15 higher than the Shower Gel Control Product initially, about 128% higher than the Shower Gel Control Product after about 30 minutes, about 200% higher than the Shower Gel Control Product after about 60 minutes, and about 246% higher than the Shower Gel Control Product after about 120 minutes according to the Arm Wash Method.

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Table 5. Wash Cloth Method Perfume Intensity (Initial)

Shower Gel Control Product	Shower Gel Test Product
26	48

The intensity of the perfume in the Shower Gel Test Product is about 85% higher than the intensity of the perfume in the Shower Gel Control Product according to the Wash Cloth Method.

5

### EXAMPLE 2

Liquid shower gel composition is prepared as follows:

Shower Gel Test Product A:

About ten (10) grams JR-30M polymer is added to about 490 grams distilled water at room temperature. The solution is stirred overnight until JR-30M polymer is fully hydrated and solution becomes clear.

About 0.20 grams of volatile Perfume B is added to about 15 grams of the hydrated JR-30M polymer solution to form a premix. The composition of the premix is set forth in Table 6.

15

Table 6. Composition of premix

Ingredient	Premix
Perfume B	1.32%
Polymer JR-30M	1.97%
Water	96.71%
Total	100.00%

About 15.20 grams of the premix is then mixed with about 34.80 grams of a shower gel base composition to form Shower Gel Test Product A. The composition of Shower Gel Test Product A is set forth in Table 7.

Shower Gel Test Product B

Shower Gel Test Product B is prepared by mixing about 15 grams hydrated JR-30M polymer into about 34.80 grams of the same shower gel base composition used for Shower Gel Test Product A, and then adding about 0.20 grams of volatile Perfume

5 B. The composition of Shower Gel Test Product B is also set forth in Table 7.

Shower Gel Control Product

Shower Gel Control Product is prepared by mixing about 15 grams distilled water into about 34.80 grams of the same shower gel base composition used for Shower Gel Test Product A and B, and then adding about 0.20 grams of volatile

10 Perfume B. The composition of Shower Gel Control Product is also set forth in Table 7.

Table 7. Compositions of Shower Gels

Ingredient	Shower Gel Control	Shower Gel Test Product A	Shower Gel Test Product B
Sodium Laureth Sulfate	5.80	5.80	5.80
Cocamidopropyl Betaine	5.15	5.15	5.15
Sodium Lauroyl Sarcosinate	0.50	0.50	0.50
Perfume B	0.40	0.40	0.40
Polymer JR-30M (NOT Premixed with Perfume)	-	-	0.60
Polyquaterium -10 (premixed with perfume)	-	0.60	-
Water and optional ingredients	qs	qs	qs
Total	100.00	100.00	100.00

The intensity of the perfume in Shower Gel Test Products and B and Shower Gel Control Product, measured according to the Wash Cloth Method is set forth in Table 8.

Table 8. Wash Cloth Method Perfume Intensity

Control Shower Gel Product	Shower Gel Test product A	Shower Gel Test Product B
5	43.5	13.5

5 The intensity of the perfume in Shower Gel Test Product A is about 77% higher than the intensity of the perfume in the Shower Gel Control Product according to the Wash Cloth Method. The intensity of the perfume in Shower Gel Test Product B is about 17% higher than the intensity of the perfume in the Shower Gel Control Product according to the Wash Cloth Method.

10

EXAMPLE 3

Liquid Shower Gel Compositions are prepared as follows:

Shower Gel Test Products A and B

15 To prepare Shower Gel Test Product A, about 2.00 grams of JR-30M polymer is added to about 98.00 grams water at room temperature. The solution is stirred overnight until the JR-30M polymer is fully hydrated and the solution becomes clear. Then about 0.50 grams of Volatile Perfume C is added into about 15 grams of the hydrated JR-30M solution to form a premix. The composition of the premix for Shower Gel Test Product A is set forth in Table 9.

20 To prepare Shower Gel Test Product B, 5.00 grams of JR-30M polymer is added to about 95 grams water at room temperature. The solution is stirred overnight until the JR-30M polymer is fully hydrated and the solution becomes clear. Then about 0.50 grams of Volatile Perfume C is added into about 8 grams of the hydrated JR-30M solution to form a premix. The composition of the premix for Shower Gel Test Product B is set forth in Table 9.

Table 9. Compositions of premix

Ingredient	Shower Gel Test Product A	Shower Gel Test
	Premix	Product B Premix
Perfume C	3.23%	5.88
Polymer JR-30M	1.94%	4.71
Water	94.83%	89.41
Total	100.00%	100.00

Shower Gel Test Product A is made by mixing about 15.50 grams of the Shower Gel Test Product A Premix into about 34.50 grams of a shower gel base.

5 Shower Gel Test Product B is made by mixing about 8.50 grams of Shower Gel Test Product B Premix into about 41.50 grams of the same shower gel base. The compositions of Shower Gel Test Products A and B are set out in Table 10.

Shower Gel Control Product

The Shower Gel Control Product is prepared by mixing about 15 grams of

10 distilled water into the same shower gel base composition used for Shower Gel Test Products A and B, and then adding about 0.50 grams of volatile Perfume C. The composition of Shower Gel Control Product is set forth in Table 10.

Table 10. Compositions of Shower Gels

Ingredient	Shower Gel Control Product	Shower Gel Test Product A	Shower Gel Test Product B
Sodium Laureth Sulfate	5.80	5.80	5.80
Cocamidopropyl Betaine	5.15	5.15	5.15
Sodium Lauryl Sarcosinate	0.50	0.50	0.50
Perfume C	1.00	1.00	1.00

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Polymer JR-30M (premixed with perfume)	-	0.60	0.80
Water and optional ingredients	qs	qs	qs
Total	100.00	100.00	100.00

The intensity of the perfume for the Shower Gel Control Product and for Shower Gel Test Products A and B, as measured by the Wash Cloth Method hereinbefore described in the Analytical Methods section, are set forth in Table 11.

Table 11. Wash Cloth Method Perfume Intensity (Initial)

Shower Gel Control Product	Shower Gel Test Product A	Shower Gel Test Product B
16	37	26

5 The intensity of the perfume in Shower Gel Test Product A is about 131% higher than the intensity of the perfume in the Shower Gel Control Product. The intensity of the perfume in Shower Gel Test Product B is about 63% higher than the Shower Gel Control Product.

#### EXAMPLE 4

10 Liquid shower gel composition are prepared as follows:

##### Shower Gel Test Product

About 2.00 grams Jaguar C-14-S polymer is added to about 98.00 grams distilled water at room temperature. The solution is stirred overnight until the Jaguar C-14-S polymer is fully hydrated and solution becomes clear.

15 About 0.20 grams of volatile Perfume D is added in about 15 grams of the hydrated Jaguar C-14-S solution to form a premix. The composition of the premix is listed in Table 12.

Table 12. Composition of Premix

Perfume D	1.32%
Polymer Jaguar C-14-S	1.97%
Water	96.71%
Total	100.00%

The Shower Gel Test Product is made by mixing about 15.20 grams of the premix from Table 12 into about 34.80 grams of a shower gel base.

5        Shower Gel Control Product

A Shower Gel Control Product is made by mixing about 15 grams distilled water into about 34.50 grams of the shower gel base and then adding about 0.50 grams of volatile perfume D. The composition of the Shower Gel Control Product and the Shower Gel Test Product are listed in Table 13.

10        Table 13. Compositions of Shower Gels

Ingredient	Shower Gel Control Product	Shower Gel Test Product
Sodium Laureth Sulfate	5.80	5.80
Cocamidopropyl Betaine	5.15	5.15
Sodium Lauryl Sarcosinate	0.50	0.50
Perfume D	0.40	0.40
Jaguar C-14-S (premixed with perfume)	-	0.60
Water and optional ingredients	qs	qs
Total	100.00	100.00

The intensity of the perfume in the Shower Gel Control Product and in the Shower Gel Test Product, as measured by the Wash Cloth method hereinbefore described in the Analytical methods section, is set forth in Table 14.

Table 14. Wash Cloth Method Perfume Intensity (Initial)

Shower Gel Control Product	Shower Gel Test Product
16	32

The intensity of the perfume in the Shower Gel Test Product is about 100% higher than the intensity of the perfume in the Shower Gel Control Product.

**WHAT IS CLAIMED IS:**

1. A liquid personal cleansing composition characterized in that it provides enhanced perfume deposition on the skin and in that it provides increased on-skin fragrance longevity, which composition comprises:
  - a) from 0.5% to 5% of a cationic material;
  - b) from 1% to 80% of a surfactant selected from the group consisting of anionic surfactant, amphoteric surfactant which have been altered to have a negative charge, and mixtures thereof;
  - c) from 0.01% to 5% of a volatile perfume; and
  - d) water; andwherein the ratio of cationic material:group (b) surfactant ranges from 1:15 to 1:5.
2. A liquid personal cleansing composition according to Claim 1 which additionally comprises from 1% to 20% of an amphoteric surfactant.
3. A liquid personal cleansing composition according to any of the preceding claims wherein the surfactant in (b) is an anionic surfactant.
4. A liquid personal cleansing composition according to any of the preceding claims wherein the cationic material is cationic polymer.
5. A liquid personal cleansing composition according to any of the preceding claims wherein the cationic polymer is selected from the group consisting of cationic polysaccharides, cationic copolymers of saccharides and cationic monomers, cationic copolymers of acrylamide and cationic monomers and synthetic monomers.
6. A liquid personal cleansing composition according to any of the preceding claims which additionally contains a surfactant selected from the group consisting of nonionic, amphoteric and zwitterionic surfactants and wherein the total level of surfactant ranges from 2% to 50%.
7. A liquid personal cleansing composition according to any of the preceding claims wherein the ratio of cationic polymer to anionic surfactant ranges from 1:50 to 1:5.
8. A liquid personal cleansing composition characterized in that it provides enhanced deposition on the skin and in that it provides increased on-skin fragrance longevity, which composition comprises:
  - a) from 0.5% to 5% of a cationic material;

- b) from 1% to 80% of a surfactant selected from the group consisting of anionic surfactant, negatively charged amphoteric surfactant, and mixtures thereof;
- c) from 1% to 20% of an amphoteric surfactant;
- d) from 0.01% to 5% of a volatile perfume; and
- e) water;

wherein the ratio of cationic material:group (b) surfactant ranges from 1:100 to 1:2;

and

wherein the ratio of the anionic:amphoteric surfactant is less than 2:1.

9. A liquid personal cleansing composition according to Claim 8 wherein the surfactant in (b) is an anionic surfactant and wherein the cationic material is cationic polymer.

10. A liquid personal cleansing composition characterized in that it provides enhanced deposition on the skin and in that it provides increased on-skin fragrance longevity, which composition comprises:

- a) from 0.5% to 5% of a cationic polymer;
- b) from 1% to 80% of a surfactant selected from the group consisting of anionic surfactant, negatively charged amphoteric surfactant, and mixtures thereof;
- c) from 1% to 20% of an amphoteric surfactant;
- d) from 0.01% to 5% of a volatile perfume; and
- e) water;

wherein the ratio of cationic polymer:group (b) surfactant ranges from 1:15 to 1:5;

and

wherein the ratio of the anionic:amphoteric surfactant is less than 3:2.